

Message Text

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INFO OCT-01 EA-07 ISO-00 EB-05 AGR-03 RSC-01 /017 R

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DRAFTED BY: COM/OIM/SAD/252/LSCOATES/FECROSLEY/DCG

APPROVED BY: EB/OCA/REP: GPWILSON

COM/OIM/SAD/252/BRYNO

STATE:EB/CBA/OCA/BR:R A SWART

STATE/EA/TB/J A KLEMSTINE

COM/OIM/FE/TMOORE

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R 311656Z JUL 74

FM SECSTATE WASHDC

TO AMEMBASSY BANGKOK

UNCLAS STATE 166334

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: TECHNICAL SEMINAR--FOOD PROCESSING AND PACKAGING

REF: A. SILLOWAY/EMBASSY CCP CONVERSATIONS, 7/5-10/74; B. BANGKOK
10025; C. STATE A-750; D. BANGKOK 5202; E. USDOC 3541;
F. BANGKOK 6988

1. APPRECIATE POST'S CONCERN EXPRESSED REF A RE
THIS FIRST EXPERIENCE TECHNICAL SALES SEMINAR PROGRAM. SUGGEST
REVIEW REF C FOR OVERALL DESCRIPTION OUTLINING ADVANCE
OFFICER RESPONSIBILITIES AND THOSE OF POST. ADVANCE OFFICER
SCHEDULING ARRIVAL TWO WEEKS EARLIER THAN NORMAL TO ALLOW
EXTRA TIME FOR POST PREPARATION.

2. SEMINAR GROUP ETA NOW SCHEDULED FOR SATURDAY, NOVEMBER 9,
0935 HOURS, CATHAY FLIGHT 703 FROM HONG KONG. WE ENVISAGE
REMAINDER OF SCHEDULE IN BANGKOK AS FOLLOWS: SATURDAY
MORNING: BRIEFING AT HOTEL OR EMBASSY; AFTERNOON: LUNCH,
FOLLOWED POSSIBLY BY ONE PLANT VISIT; EVENING: FREE. SUNDAY:
FREE TIME FOR ALL HANDS, NO ACTIVITIES SCHEDULED; MONDAY,
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EARLY MORNING: COURTESY CALL, FOLLOWED BY FIRST SEMINAR

SESSION, APPROXIMATELY 9 A.M.-1 P.M.; AFTERNOON: LUNCH, PRIVATE BUSINESS APPOINTMENTS AND FURTHER PLANT VISITS IF POSSIBLE; EVENING, DINNER HOSTED BY SEMINAR TEAM FOR APPROXIMATELY 20 LEADING SEMINAR ATTENDEES AND GOVERNMENT OFFICIALS. TUESDAY: MORNING SEMINAR SESSION; AFTERNOON, LUNCH, FOLLOWED BY PRIVATE BUSINESS APPOINTMENTS; EVENING, FREE. WEDNESDAY: ALL DAY: PRIVATE BUSINESS APPOINTMENTS; EVENING: FREE. THURSDAY, EARLY A.M.: DEPARTURE TO KUALA LUMPUR.

3. PER REPAIR, MAIN EMBASSY EFFORT WE REQUEST IS IN DETERMINING BEST POSSIBLE SEMINAR INVITEE LIST. BEST SEMINAR AUDIENCE USUALLY 50-60 PERSONS. WE ARE NOT AFTER QUANTITY OF AUDIENCE, BUT AFTER THOSE BUSINESS LEADERS IN FPP FIELD AND RELEVANT GOVERNMENT OFFICIALS/WHO ARE KEY END-USERS AND PURCHASE DECISION MAKERS. ACADEMICIANS ARE OF MARGINAL INTEREST, AND STUDENTS ARE NOT TO BE INCLUDED.

4. REF E PARA 4 ASKED POSSIBILITY HOST COUNTRY ORGANIZATION ACTING AS CO-SPONSOR FOR SEMINAR. THIS INVOLVES NO FUNDING RESPONSIBILITIES ON THEIR PART, AND NO OBLIGATION OTHER THAN ASSISTING IN IDENTIFYING PROSPECTIVE SEMINAR ATTENDEES AND THEIR PROVIDING RANKING OFFICIAL TO GIVE WELCOMING REMARKS AT FIRST SEMINAR SESSION. COURTESY CALL LISTED FOR MONDAY EARLY A.M. WOULD BE TO OFFICE OF THAT OFFICIAL, WHERE SEMINAR CHAIRMAN AND COMATT WOULD INTRODUCE GROUP. PLEASE ADVISE YOUR SUGGESTIONS.

5. REF D, PARA 6 STATES EXCESSIVE SIMULTANEOUS INTERPRETER COSTS. PLEASE PROVIDE COST FIGURES FOR COMMERCE BUDGET CALCULATIONS. WE ANTICIPATE ADVANCE OFFICER WILL BRING ABSTRACTS OF SEMINAR PRESENTATIONS AND OTHER MATERIAL TO BE TRANSLATED AND PRINTED IN THAILAND, ALTHOUGH IT STILL POSSIBLE WE WILL BE ABLE FIND SUCH CAPABILITY IN U.S.

6. RE INDRA REGENT FACILITIES MENTIONED REF F PARA 4. REGRET WE DID NOT REPLY THIS POINT. ROOM SOUNDS GOOD. PLEASE RESERVE.

7. DINNER LISTED IN ABOVE SCHEDULE FOR MONDAY EVENING WILL UNCLASSIFIED

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BE PAID FOR BY HOSPITALITY FUNDS RECEIVED FROM PARTICIPATING COMPANIES. WE HAVE FOUND THAT SITDOWN MEAL IS MUCH MORE CONDUCTIVE TO ESTABLISHING RAPPORT BETWEEN SEMINAR TEAM MEMBERS AND HOST COUNTRY INVITEES THAN STANDUP RECEPTION. WE GENERALLY SCHEDULE SUCH DINNER FOR RESTAURANT WHERE HOST COUNTRY INVITEES WILL BE MOST AT EASE. COMATT OR OTHER RANKING EMBASSY OFFICIAL INVOLVED IN SEMINAR CAN BE LISTED AS DINNER CO-HOST IF DESIRED, AS CAN CO-SPONSOR OFFICIAL, WITH

NO OBLIGATION THEIR PARTS OTHER THAN TO ATTEND. ADVANCE OFFICER WILL GO INTO DETAILS WITH YOU.

8. LUNCHESES MENTIONED ABOVE SCHEDULE ARE INDIVIDUAL, WITH NO POST RESPONSIBILITIES, AND ARE LISTED FOR INFO ONLY.

9. WHERE PLANT VISITS ARE LISTED IN ABOVE SCHEDULE, THESE WILL BE GROUP VISITS. WHERE PRIVATE BUSINESS APPOINTMENTS LISTED, THESE WILL BE BY INDIVIDUAL SEMINAR TEAM MEMBERS. PLANT VISITS WILL BE SCHEDULED PRIOR TO GROUP ARRIVAL, AS WILL ABOUT HALF OF PRIVATE BUSINESS APPOINTMENTS. OTHER HALF WILL BE LEFT OPEN, SINCE SEMINAR TEAM MEMBERS USUALLY GENERATE NUMEROUS APPOINTMENTS AS RESULT CONTACTS MADE DURING SEMINAR SESSIONS AND DINNER. ADVANCE OFFICER WILL DISCUSS APPOINTMENTS SCHEDULE IN DEPTH WITH YOU DURING HIS TRIP.

10. SEMINAR TEAM MEMBERS WILL PROBABLY REQUIRE ESCORT INTERPRETERS FOR MOST PRIVATE BUSINESS APPOINTMENTS, WHICH WE WILL FUND. POST WILL ALSO BE AUTHORIZED TO HIRE SECRETARY RECEPTIONIST TO HANDLE SEMINAR REGISTRATION AND COORDINATION PRIVATE BUSINESS APPOINTMENTS. IF NECESSARY SHE CAN BEGIN WORK ON EVENT PRIOR TO GROUP ARRIVAL. ADVANCE OFFICER WILL DISCUSS ALL THESE ARRANGEMENTS IN DEPTH WITH YOU. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 JUL 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE166334
Document Source: CORE
Document Unique ID: 00
Drafter: COM/OIM/SAD/252/LSCOATES/FECROSLEY/DCG
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740209-0106
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974072/aaaaabcq.tel
Line Count: 139
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A. SILLOWAY/EMBASSY CCP CONVERSATION, S, 7/5-10/74; B. BANGKOK
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 07 OCT 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07 OCT 2002 by ThomasVJ>; APPROVED <21 JAN 2003 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TECHNICAL SEMINAR--FOOD PROCESSING AND PACKAGING
TAGS: BEXP, TH
To: BANGKOK
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005